

DES10 Create visual designs - SQA Unit Code H9WF 04

Unit summary

This unit describes the performance skills and knowledge required to create visual designs. Design techniques used to create visual designs may include but not be restricted to, drawing freehand, drawing on a tablet, scanning drawings or photographs, using graphics software. You will be expected demonstrate good use of visual design principles and techniques and excellent communication skills are essential.

What you must be able to do:

- a) Clarify type of visual design required
- b) In discussion with relevant people, determine factors that may determine or affect visual design concepts including the design techniques.
- c) Clarify the target user and audience
- d) Research other products, designs, images, artwork and other creative work that may inspire design ideas
- e) Obtain other relevant information that may influence the design
- f) Experiment with imaging techniques to create required visual design
- g) Explore a range of typographical and visual design elements to create designs
- h) Generate a range of visual design ideas that are technically feasible, meet the brief and provide creative solutions
- i) Evaluate initial design ideas and specifications against findings and discuss with the relevant people to select the final design concept
- j) Select the design technique and discuss with relevant people to ensure the final design meets the requirements of the brief
- k) Develop the design based on the final design concept using the selected design techniques
- l) Apply visual design principles to produce designs
- m) Save the visual design in an appropriate format that meets the technical parameters determined in discussion with relevant people
- n) Review the visual design to assess whether it meets the design brief and any technical specifications
- o) Discuss and confirm with relevant people, additional requirements or modifications and undertake any amendments

What you must know:

- 1) Roles and responsibilities of other team members
- 2) The relationship between technical and creative aspects of a design
- 3) Basic design principles of layout and composition
- 4) Characteristics of imaging methods
- 5) Visual design and communication principles
- 6) Principles relating to the use of typography
- 7) Copyright clearance procedures